

**Claims:**

1. Large-area LCD billboard (1) for outdoor advertising, whereby the luminosity of the reflective LCD elements of the board depends on the intensity and direction of the lighting, and an artificial lighting device (7) with lamps (13) is assigned to the board for this purpose, for times when the sunlight is insufficient, which lamps illuminate the board from the viewer side, characterized in that activation means (9, 11) for physically moving the lighting device (7) out of the beam path (14) of the sunlight that falls on the billboard (1) are provided.
2. LCD billboard according to claim 1, characterized in that a control system with a light sensor (19) is provided for activating the activation means (9, 11).
3. LCD billboard according to claim 1 or 2, characterized in that motorized activation means for tilting, flipping, or pulling the lighting device (7) away are provided.
4. LCD billboard according to at least one of claims 1 to 3, characterized in that the lighting device (7) possesses only two positions with reference to the billboard (1), namely a single active lighting position (16) and a single inactive

position, i.e. reserve position (17) or a counter-sunk  
position (18).